

Title Digital Product Manager (fixed-term contract)
Team N/A
Manager Senior Leadership Team



JOB DESCRIPTION

Main Purpose(s)

Lead the discovery and definition phase of digital transformation for British Universities and Colleges Sport (BUCS), ensuring organisational requirements are clearly captured and understood then translated into a strategic digital roadmap.

Capture and prioritise requirements from internal teams, member institutions, and external stakeholders to inform future digital services and platforms. Leading the team to define outcomes and not the digital processes.

Develop a clear delivery roadmap and identify the most suitable delivery partners and technologies to support implementation with key focus on external facing infrastructure, that can support our commercial growth.

Main duties and responsibilities

- Lead structured discovery and requirements-gathering activities with internal teams, member institutions, student participants and commercial and national governing body partners. The output of which will be key outcomes required from our future state infrastructure.
- Analyse current systems, processes, and user journeys to identify opportunities for improvement, efficiency, and innovation.
- Translate stakeholder needs into clear product requirements, business cases, and functional specifications.
- Develop and maintain a strategic digital roadmap, defining priorities, phases, and expected outcomes.
- Produce options appraisals and recommendations for technology solutions and delivery approaches.
- Support procurement activities, including defining requirements, evaluating suppliers, and recommending implementation partners ensuring requirements of stakeholders are translated to digital outcomes.
- Act as the organisational product lead, ensuring proposed solutions align with BUCS' 2030 strategy, member and participant needs, and long-term sustainability.
- Establish governance, success measures, and evaluation frameworks to guide future implementation.
- Support senior leadership decision-making through evidence-based recommendations and clear reporting.
- Facilitate stakeholder alignment and readiness for change ahead of implementation phases.

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PERSON SPECIFICATION

Essential knowledge or experience

- Proven experience delivering digital discovery, transformation planning, or product strategy initiatives
- Experience managing complex stakeholder environments and capturing business and user requirements
- Strong understanding of agile, service design, or product management frameworks
- Experience producing roadmaps, options appraisals, or business cases
- Knowledge of accessibility, data protection, and digital service standards

Essential skills and abilities

- Excellent stakeholder engagement and facilitation skills
- Strategic thinking with the ability to translate needs into actionable plans
- Strong communication and presentation skills
- Ability to evaluate suppliers and technology options objectively
- Problem-solving mindset with a focus on long-term sustainability
- Familiarity with procurement processes and supplier selection

Desirable knowledge or experience

- Experience within higher education, membership organisations, or sport sector
- Understanding of competition management systems in a sporting environment
- Experience supporting organisational change and adoption
- Understanding of digital platforms supporting events, participation, or membership ecosystems